

Message Text

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SUBJECT: PROCESS CONTROL TECHNICAL SALES SEMINAR,
BERLIN, JUNE 5-6

1. PROCESS CONTROL TECHNICAL SALES SEMINAR WAS HELD IN EAST BERLIN JUNE 5-6 BEFORE AN AUDIENCE REPRESENTING A BROAD RANGE OF GDR MINISTRIES, TECHNICAL INSTITUTES, FOREIGN TRADE ORGANIZATIONS AND ENTERPRISES. SEMINAR CONSISTED OF FIVE LECTURES AND SLIDE PRESENTATIONS BY REPRESENTATIVES OF U.S. COMPANIES EACH FOLLOWED BY A QUESTION AND ANSWER PERIOD OPEN TO ALL MEMBERS OF THE AUDIENCE.

2. SEMINAR DREW AN EXCELLENT CROWD IN TERMS OF SIZE AND QUALITY AND RECEIVED GOOD SUPPORT FROM THE GDR CHAMBER OF FOREIGN TRADE AND THE MINISTRY OF SCIENCE AND TECHNOLOGY IN ITS PREPARATION. JUNE 5 SESSION OF SEMINAR CENTERED ON DISCUSSION OF ADVANCED PROCESS
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CONTROL INSTRUMENTATION BY TAYLOR INSTRUMENTS, BECKMAN INSTRUMENTS, AND HONEYWELL AND DREW APPROXIMATELY 65 GDR PARTICIPANTS; JUNE 6 SESSION FEATURED DISCUSSION OF STRIP-PROCESSING CONTROL EQUIPMENT AND VALVES BY GPE CONTROLS AND DESIGN OF HIGH PERFORMANCE VALVES BY MASONEILAN AND WAS ATTENDED BY APPROXIMATELY 40 GDR PARTICIPANTS.

3. ON THE EVENING OF JUNE 5, AMBASSADOR HOSTED A RECEPTION IN HONOR OF THE SEMINAR IN WHICH GDR PARTICIPANTS WERE INVITED. APPROXIMATELY 40 GDR GUESTS WERE IN ATTENDANCE.

4. "CO-CHAIRMEN"--EXPERTS FROM TECHNICAL INSTITUTES SELECTED BY THE GDR SIDE TO LEAD QUESTION-AND-ANSWER PERIODS--PROVED USEFUL IN INITIATING QUESTIONING AND CONTRIBUTED TO OVERALL USEFULNESS OF THE DISCUSSION PERIODS.

5. COMMERCIAL PROSPECTS FROM SEMINAR APPEAR MIXED. WHILE THERE WAS STRONG INTEREST AMONG GDR PARTICIPANTS IN ALL PRESENTATIONS, IT WAS CLEAR THAT THE GDR HAS A PARTICULAR INTEREST IN PROCESS CONTROL INSTRUMENTATION. FIRM REPRESENTATIVES, HOWEVER, DISCOUNTED PROSPECTS FOR IMMEDIATE SALES AND EVALUATED SEMINAR IN TERMS OF COMMERCIAL EXPOSURE WHICH WOULD BE HELPFUL AS PART OF A MORE LONG-TERM EFFORT TO TAP THE GDR MARKET. HONEYWELL USED SEMINAR TO PROMOTE ALREADY EXTENSIVE COMMERCIAL RELATIONS IT HAS WITH GDR, WHILE OTHER FIRMS WERE BASICALLY NEW TO THIS MARKET. BOLEN

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